

# CONTRACT



**KAYU**  
**4600 S Regal St**  
**Spokane, WA 99223**  
**(509)448-2828**

[www.kayutv.com](http://www.kayutv.com)

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

<u>Contract / Revision</u> 66522 /		<u>Alt Order #</u> 25341344
<u>Product</u> TV		
<u>Contract Dates</u> 10/26/16 - 11/08/16	<u>Estimate #</u> 4962	
<u>Advertiser</u> Enterprise WA		<u>Original Date / Revision</u> 10/25/16 / 10/26/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KAYU	<u>Account Executive</u> Kara Erickson	<u>Sales Office</u> Political Revenue
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 47.20
<u>IDB#</u>	<u>Advertiser Code</u> 1222	<u>Product Code</u> 1829
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 1	KAYU	10/26/16	11/08/16	M-F 7-730p	W-F, M-Tu 7-730p		:30				NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	10/26/16	11/01/16	MT-----	2			\$450.00	3.00				
	Week:	11/02/16	11/08/16	M-WTF--	2			\$450.00	3.00				
E 2	KAYU	10/26/16	11/08/16	M-F 730-8p	W-F, M-Tu 730-8p		:30				NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	10/26/16	11/01/16	MT-T---	3			\$500.00	3.60				
	Week:	11/02/16	11/08/16	M-WTF--	4			\$500.00	3.60				
E 3	KAYU	10/26/16	11/08/16	M-F Late News	M-F Late News		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	10/26/16	11/01/16	MT-----	2			\$350.00	1.80				
	Week:	11/02/16	11/08/16	M-WTF--	2			\$350.00	1.80				
E 4	KAYU	10/29/16	11/05/16	Seahawks All Access	Seahawks All Acce		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	10/24/16	10/30/16	-----S-	1			\$175.00	1.40				
	Week:	10/31/16	11/06/16	-----S-	1			\$175.00	1.40				
N 5	KAYU	10/26/16	10/30/16	NFL Late	NFL Late Game		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	10/24/16	10/30/16	-----S	1			\$1,200.00	0.00				
N 6	KAYU	11/02/16	11/06/16	NFL Pre	NFL Pregame		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
	Week:	10/31/16	11/06/16	-----S	1			\$300.00	0.00				
<b>Totals</b>										47.20		19	\$8,550.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 -10/30/16	3	\$1,875.00	(\$281.25)	\$1,593.75
10/31/16 -11/07/16	16	\$6,675.00	(\$1,001.25)	\$5,673.75
<b>Totals</b>	19	\$8,550.00	(\$1,282.50)	\$7,267.50

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Non-Discrimination Policy: [Licensee] and its station(s) do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from [Licensee] or its station(s) that is intended to discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>		<u>Alt Order #</u>
66522 /		25341344
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/26/16 - 11/08/16	TV	4962
<u>Advertiser</u>		<u>Original Date / Revision</u>
Enterprise WA		10/25/16 / 10/26/16

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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